

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

<b>Station and Location:</b> <span style="font-size: 1.2em;">WRAL-TV    Raleigh</span>	<b>Date:</b> <span style="font-size: 1.2em;">1-18-13</span>
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I, Andrea Massar

do hereby request station time concerning the following issue:

Americans for a Strong Defense

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
See Attached					

**Total Charges:** \$27,400.90 / \$23,290.00 ~

This broadcast time will be used by: Americans for a Strong Defense

**Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"**

☒ **Yes**
                         
 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

against Chuck Hagel for Sec. of Defense

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Americans for a Strong Defense  
1606 Belle View Blvd. #310 703-9156727  
Alexandria, VA 22307

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately): *see above*

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least \_\_\_\_\_ before the time of the scheduled broadcasts.

**TO BE SIGNED BY ISSUE ADVERTISER**

1/18/13 *Andrea Mason* 202-337-5700  
Date Signature Contact Phone Number

**TO BE SIGNED BY STATION REPRESENTATIVE**

☒ Accepted ☐ Accepted in Part ☐ Rejected  
*[Signature]* *Marianne Bell* *Sales Mktg Director*  
Signature Printed Name Title

*1/22/2013*

**CONTRACT**

**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

And:

**Strategic Media Services**  
**3299 K. Street NW**  
**Suite 200**  
**Washington, DC 20007**

<b>Contract / Revision</b> 124006 /		<b>Alt Order #</b> 06516726
<b>Product</b> AMERICANS 4 STRNG D		
<b>Contract Dates</b> 01/21/13 - 01/30/13		<b>Estimate #</b>
<b>Advertiser</b> Americans 4 Strong Defense		<b>Original Date / Revision</b> 01/22/13 / 01/22/13
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> WRAL	<b>Account Executive</b> Cheryl Blair	<b>Sales Office</b> Washington Tel
<b>Special Handling</b>		
<b>Demographic</b> Adults 35+		
<b>IDB#</b>	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
N 1	WRAL	01/21/13	01/21/13	Late News	11-1135p		:30			NM	0	\$0.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/21/13	01/27/13	1-----				1	\$1,600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WRAL	01/21/13-01/27/13	Late News	11-1135p	M-----	:30		\$1,600.00	NM		
		See MG 12.2,12.3										
N 2	WRAL	01/23/13	01/23/13	Late News	11-1135p		:30			NM	1	\$1,600.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/21/13	01/27/13	--1----				1	\$1,600.00			
N 3	WRAL	01/28/13	01/29/13	Late News	11-1135p		:30			NM	2	\$3,200.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/28/13	02/03/13	MT-----				2	\$1,600.00			
N 4	WRAL	01/23/13	01/23/13	WRAL AM News	6-7a		:30			NM	1	\$950.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/21/13	01/27/13	--1----				1	\$950.00			
N 5	WRAL	01/25/13	01/25/13	WRAL AM News	6-7a		:30			NM	1	\$950.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/21/13	01/27/13	----1--				1	\$950.00			
N 6	WRAL	01/22/13	01/22/13	CBS This Morning	7am - 9am		:30			NM	1	\$500.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/21/13	01/27/13	-1-----				1	\$500.00			
N 7	WRAL	01/28/13	01/28/13	CBS This Morning	7am - 9am		:30			NM	1	\$500.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
	Week:	01/28/13	02/03/13	1-----				1	\$500.00			
N 8	WRAL	01/30/13	01/30/13	CBS This Morning	7am - 9am		:30			NM	1	\$500.00
		ISSUE CLASS OF TIME NON WINDOW r1.15										

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

In compliance with FCC rules, Capitol Broadcasting does not discriminate in advertising arrangements on the basis of race or ethnicity. Any advertising arrangement with any station intended by the advertiser to discriminate in such manner shall be considered null and void.



**WRAL-TV**  
**2619 Western Blvd**  
**Raleigh, NC 27605**  
**(919)821-8514**

<u>Contract / Revision</u> 124006 /		<u>Alt Order #</u> 06516726
<u>Contract Dates</u> 01/21/13 - 01/30/13	<u>Product</u> AMERICANS 4 STRNG	<u>Estimate #</u>
<u>Advertiser</u> Americans 4 Strong Defe		<u>Original Date / Revision</u> 01/22/13 / 01/22/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/13	02/03/13	--1----				1	\$500.00			
N 9	WRAL	01/22/13	01/22/13	5:00 First News	5-530p		:30			NM	1	\$1,200.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	-1-----				1	\$1,200.00			
N 10	WRAL	01/24/13	01/24/13	5:00 First News	5-530p		:30			NM	1	\$1,200.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	---1---				1	\$1,200.00			
N 11	WRAL	01/28/13	01/28/13	5:00 First News	5-530p		:30			NM	1	\$1,200.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/13	02/03/13	1-----				1	\$1,200.00			
N 12	WRAL	01/21/13	01/21/13	5:30 News	530-6p		:30			NM	2	\$2,800.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	1-----				1	\$1,200.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WRAL	01/21/13-01/27/13	5:30 News	530-6p	M-----	:30	\$1,200.00	NM		
See MG 12.2,12.3												
		2	WRAL	01/24/13-01/26/13	5:30 News	530-6p	----ThF----	:30	\$1,200.00	NM		
Ⓜ MG for 1.1,12.1												
		3	WRAL	01/24/13-01/25/13	Late News	11-1135p	----ThF----	:30	\$1,600.00	NM		
Ⓜ MG for 1.1,12.1												
N 13	WRAL	01/23/13	01/23/13	5:30 News	530-6p		:30			NM	1	\$1,200.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	--1----				1	\$1,200.00			
N 14	WRAL	01/25/13	01/25/13	5:30 News	530-6p		:30			NM	1	\$1,200.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	----1--				1	\$1,200.00			
N 15	WRAL	01/22/13	01/22/13	6pm News (M-F)	6-630p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	-1-----				1	\$1,600.00			
N 16	WRAL	01/24/13	01/24/13	6pm News (M-F)	6-630p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	---1---				1	\$1,600.00			
N 17	WRAL	01/30/13	01/30/13	6pm News (M-F)	6-630p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/28/13	02/03/13	--1----				1	\$1,600.00			
N 18	WRAL	01/23/13	01/23/13	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		01/21/13	01/27/13	--1----				1	\$1,600.00			
N 19	WRAL	01/25/13	01/25/13	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												

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<u>Contract / Revision</u>	<u>Alt Order #</u>
124006 /	06516726

<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
01/21/13 - 01/30/13	AMERICANS 4 STRNG	

<u>Advertiser</u>	<u>Original Date / Revision</u>
Americans 4 Strong Defe	01/22/13 / 01/22/13

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 01/21/13   01/27/13   ----1--   1   \$1,600.00												
N 20	WRAL	01/29/13	01/29/13	CBS Evening News (M-F)	630p-7p		:30			NM	1	\$1,600.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 01/28/13   02/03/13   -1-----   1   \$1,600.00												
N 21	WRAL	01/27/13	01/27/13	Face The Nation 1030-1130	1030-1130		:30			NM	1	\$300.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 01/21/13   01/27/13   -----1   1   \$300.00												
N 22	WRAL	01/27/13	01/27/13	6pm News (Sun)	6-630p		:30			NM	1	\$500.00
ISSUE CLASS OF TIME NON WINDOW r1.15												
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> Week: 01/21/13   01/27/13   -----1   1   \$500.00												
<b>Totals</b>											<b>23</b>	<b>\$27,400.00</b>

Time Period	# of Spots	Gross Amount	Net Amount
12/31/12 - 01/27/13	16	\$18,800.00	\$15,980.00
01/28/13 - 01/30/13	7	\$8,600.00	\$7,310.00
<b>Totals</b>	<b>23</b>	<b>\$27,400.00</b>	<b>\$23,290.00</b>

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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